Rep Order# EC'd Yes 6838638 Ver# 2 Status Returned Traffic Order# 105163 Showing Buylines: All Lines Last Received: Printed: 08/06/2012 12:42 PM 08/03/2012 4:16 PM 1 of

Phone# Product Estimate# Bnyer Fax# Station KSNV-TV LAS VEGAS, NV. Advertiser ().N.R.C.C. IE Product NRCC IE 2012 2958 TRACEY ROBINSON

Agency () NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office ALEXANDRIA, VA 22314 Agency C/P1/P2/E 155/426/2958

Flight Dates 09/28/2012 - 10/04/2012 Salesperso

Sales Office (Salesperson (

) PHILADELPHIA) AMY MCCREARY

φ,

Hiatus Weeks

Salesperson FAX# Salesperson Phone#

215-568-6540 215-568-1845

-- CONTRACT COMMENT --

NRCC IE 2012 SC=*

PLEASE SEE BELOW. THANKS! - REMARKS -

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SA Buyl:	SA Buyl: Station	F Buyl:	M-TH Buyl	M-TH Buyl	F Buyl	м-тн Виу1.	F Buyl	Day
7A-9A ine Comment	SA 6A-7A Buyline Comment: NEWS Station Remark: V2 LINE	7A-9A ine Comment	7A-9A ine Comment	H 6A-7A Buyline Comment: NEWS	6A-7A Buyline Comment: NEWS	H 5A-6A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	Time
7A-9A Buyline Comment: SAT TODAY	rt: NEWS V2 LINE NA DT GOLF	7A-9A Buyline Comment: TODAY SHOW	H 7A-9A Buyline Comment: TODAY SHOW	: NEWS	: NEWS	: NEWS	NEWS	Program
:30	: 3 0	:30	:30	:30	: 30	:30	:30	Len
\$625.00	\$350.00	\$1,500.00	\$1,500.00	\$1,000.00	\$1,000.00	\$450.00	\$325.00	Rate
09/29-09/29	09/29-09/29	09/28-09/28	10/01-10/04	10/01-10/04	09/28-09/28	10/01-10/04	09/28-09/28	Dates
41	N	N	ω	ω	N	α	2	Spots/Week
Н	Ľ	Н	Ь	⊣	H	Ь	⊢	# of Weeks
•124	8	N	œ	ω	N	ω	N 	Total Spots
\$2,500.00	\$700.00	\$3,000.00	\$12,000.00	\$8,000.00	\$2,000.00	\$3,600.00	\$650.00	Total Cost
								Daypart

Station Remark:

V2 TP CHANGE -DT GOLF SAT TODAY AIRS 5-6A

19 SU 930A-10A	18 SA-SU 9A-930A Buyline Comment: NEWS	17 SA-SU 5A-3P Buyline Comment: RYDER CUP 2X/DAY	16 F 11A-12P Buyline Comment: RACHEL RAY	15 M-TH 11A-12P Buyline Comment: RACHEL RAY	14 F 10A-11A Buyline Comment: TODAY SHOW III	13 M-TH 10A-11A Buyline Comment: TODAY SHOW III	12 M-TH 9A-10A Buyline Comment: TODAY SHOW II	11 F 9A-10A Buyline Comment: TODAY SHOW II	10 SU 7A-8A Buyline Comment: SUN TODAY	9 SU 6A-7A Buyline Comment: NEWS		Fax# LT Ln Day Time Program	Estimate# 2958 Buyer TRACEY ROBINSON Phone#	` <u>~</u>	Rep Order# 6838638 Ver# 2 Status Returned EC'd Yes
:30 \$500.00 09/30-0	:30 \$500.00 09/29-09/30	:30 \$700.00 09/29-09/30	:30 \$325.00 09/28-0	:30 \$325.00 10/01-1	:30 \$325.00 09/28-0	:30 \$325.00 10/61-1	:30 \$750.00 10/01-1	:30 \$750.00 09/28-09/28	:30 \$625.00 09/30-0	:30 \$325.00 09/30-0		Len Rate Dates	Agency C/F/17 2/E 153/420/2536 Flight Dates 09/28/2012 - 10/04/2012 Hiatus Weeks	NATIONAL MEDIA RESEARCH EMENT, 815 SLATER LANE NDRIA, VA 22314	Traffic Order# 105163 Printed: 08 Last Received: 08/ Showing Buylines: All Lines
-09/30 1 1	9/30 2 1	9/30 8 1	.09/28 2 1	10/04 8 1	.09/28 2 1	-10/04 8 1	10/04 8 1	9/28 2 1	-69/30 2 1	09/30 2 1		Spots/Week ♯ of Weeks	Salesperson Phone# Salesperson FAX#	PLANNNING Rep Firm Sales Office () Salesperson ()	ted: 08/06/2012 12:42 PM ived: 08/03/2012 4:16 PM es: All Lines
1 \$500.00	2 \$1,000.00	8 \$5,600.00	2 \$650.00	8 \$2,600.00	2 \$650.00	8 \$2,600.00	8 \$6,000.00	2 \$1,500.00	2 \$1,250.00	2 \$650.00		Total Total Cost	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	2 of 6

Daypert

Buyline Comment: CHRIS MATHEWS

Rep Order# EC'd Yes	Station K Advertiser Product	Estimate# Buyer Phone#	Fax# LT Ln		20	21	22	23	24	25	26	27	28	29	30
6838638	KSNV-TV LAS VEGAS, NV.	2958 TRACEY ROBINSON	Dау		F Buylin	M-TH 5 Buyline 3x/DAY	SA Buylin	F Buylin	M-TH 6 Buyline	£ Buyline	M-TH 7 Buyline	M Buylin	M 1 Buyline	TÜ Buylin	ছ
Ver# 2	VEGAS, NV C. IE	MOSNI	Time P:		5P-630P Buyline Comment: N	P-630P Comment:	5P-630P Buyline Comment: N	630P-730P Buyline Comment: J	S30F-730F Comment:	730P-8P e Comment: J	730P-8P e Comment: J	8P-10P Buyline Comment: T	.0P-11P Comment:	8P-9P Buyline Comment: T	10P-11P
Status Returned			Program		NEWS	NEWS	NEWS	JEOPARDY/WHEEL	JEOPARDY/WHEEL	RALSTON	RALSTON	THE VOICE	REVOLUTION	THE VOICE	
Traffic Order# 105163	Agency () & PLAC ALEXA	Agency C/P1/P2/E Flight Dates Hiatus Weeks													
r# 10516	NATION EMENT	09/28	Len		:30	:30	:30	:30	:30	: 30	:30	:30	:30	:30	:30
	() NATIONAL MEDIA RESEARCH PI & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314	155/426/2938 09/28/2012 - 10/04/2012	Rate		\$1,000.00	\$1,200.00	\$650.00	\$1,000.00	\$1,300.00	\$800.00	\$900.00	\$4,000.00	\$3,200.00	\$4,000.00	\$3,200.00
Printed: 08 Last Received: 08/ Showing Buylues: All Lines	SEARCH PLANNN .ANE	[2	Dates		09/28-09/28	10/01-10/04	09/29-09/29	09/28-09/28	10/01-10/04	09/28-09/28	10/01-10/04	10/01-10/01	10/01-10/01	10/02-10/02	10/03-10/03
08/06/2012 12:42 PM 08/03/2012 4:16 PM Lines	LANNNING Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	Spots/Week		ω	12	ω	И	ω	ы	4.	Ь	Н	Ю	h
42 PM 6 PM		Phone# FAX#	# of	1	فسإ	Н	Ъ	Ь	Ь	,	Ь	,	H	H	Ь
) PHILADELPHIA) AMY MCCREARY	215-568-6540 215-568-1845	Total Spots		ω	₽3 N	ω	N	ω	1—1	Ah.	Н	ы	2	H
3 of 6	PHIA ZEARY	540 845	Total Cost		\$3,000.00	\$14,400.00	\$1,950.00	\$2,000.00	\$10,400.00	\$800.00	\$3,600.00	\$4,000.00	\$3,200.00	\$8,000.00	\$3,200.00
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1 2]	М- Т.	F Buyli	SA-	M-TH 1 Buyline	щ	SU	US	US	म	Day	KSNV-TV () NRCC I 2958 TRACE	# 6838638 s
1235A- 135A	H 1135P- 1235A Buyline Comment:	1135P- 1235A Buyline Comment:	SU 11P-1135P Buyline Comment: 2X/DAY	11P-1135P ine Comment:	11p-1135p Buyline Comment:	830P-930P Buyline Comment:	530P-830P Buyline Comment:	4P-530P Buyline Comment:	9P-10P Buyline Comment:	Time	LAS VEGAS, NV NR.C.C. IE E 2012 Y ROBINSON	Ver#
	TONIGHT SHOW	TONIGHT SHOW	NEWS	NEWS	NEWS	NEWS	SUN NIGHT FTBL	FTBL NIGHT IN AMERICA	GRIMM	Program	·	2 Status Returned
								CA			Agency () & PLAC ALEXA Agency C/P1/P2/E Flight Dates Hiatus Weeks	Traffic Order# 105163
:30	:30	:30	:30	:30	:30	:30	:30	: 30	:30	Len	ACEMENT ANDRIA, E 155 E 09/28	ler# 10516
\$225.00	\$750.00	\$750.00	\$1,100.00	\$1,200.00	\$1,100.00	\$1,800.00	\$10,000.00	\$2,400.00	\$2,600.00	Rate	() NATIONAL MEDIA KESEAR & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314 P1/P2/E 155/426/2958 es 09/28/2012 - 10/04/2012 æks	Short
09/28-09/28	10/01-10/04	09/28-09/28	09/29-09/30	10/01-10/04	09/28-09/28	09/30-09/30	09/30-09/30	09/30-09/30	09/28-09/28	Dates) NATIONAL MEDIA RESEARCH FLANNING Rep Film CEMENT, 815 SLATER LANE Sales Offi ANDRIA, VA 22314 E 155/426/2958 E 155/426/2958 G9/28/2012 - 10/04/2012 Salesperso	Printed: 08. Last Received: 08/ Showing Buylines: All Lines
22	ω	N	Zi,	42	н	N	3-11	н	Ч	Spots/Week	Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	08/06/2012 12:42 PM 08/03/2012 4:16 PM Lines
H	Н	j⊶	н	'n	H	Ь	und	Н	ㅂ	# of Heeks	hone±	; PM
8	œ	N	dı.	41	Ц	N	H	н	ь	Total Spots) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845	
\$450.00	\$6,000.00	\$1,500.00	\$4,400.00	\$4,800.00	\$1,100.00	\$3,600.00	\$10,000.00	\$2,400.00	\$2,600.00	Total Cost	,PHIA ,REARY 6540 1845	4 of 6

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Buyline Comment: FALLON

Sep 12: 61 / \$60,250.00 Oct 12: 97 / Sales Totals: 158 / \$154,650.00 Station Totals: 158 / \$154,650.00 Lines not sent/rcld/rtrn: 0 / \$0.00 —COMPETITIVE— Market Totals \$417,973 CATV COMPETITIVE COMMENTS— SHARES ESTIMATED Books NOV12 Demos RA35+	44 SU 1135P-12A Buyline Comment: SPORTS NIGHT REPORT TOTALS Report Totals: 158 / \$154,650.00	42 SA 1130P-1A Buyline Comment: SNL 43 SU 930P-10P Buyline Comment: JEOPARDY		Station KSNV-TV LAS VEGAS, NV. Age Advertiser ().N.R.C.C. IE Product NR.C.C. IE Product NRCC IE 2012 Age Estimate# 2958 Age Buyer TRACEY ROBINSON Flig Phone# Hia Fax# Hia	Rep Order# 6838638 Ver# 2 Status Returned EC'd Yes
\$94,400.00 0% 15%	::	n	:: I	Agency () N & PLACEI & ALEXANI Agency C/P1/P2/E Flight Dates Hiatus Weeks	Traffic Order# 105163
KBLR	:30 0	:30	:30	NATION EMENT, NDRIA, N 155/ 09/28/2	105163
che ohe	\$400. 00.	\$1,400.00	\$250.00	() NATIONAL MEDIA RESEARCH & PLACEMENT, 815 SLATER LANE & PLACEMENT, VA 22314 P1/P2/E 155/426/2958 es 09/28/2012 - 10/04/2012 eks	
KINC 0% KVCW 1%	09/30-09/30	09/29-09/29	10/01-10/04	CH	Printed: 08/ Last Received: 08/ Showing Buylines: All Lines
KLAS	1-2	υ и	© 	PLANNNING Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# Spots/Week # of	08/06/2012 12:42 PM 08/03/2012 4:16 PM .ines
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KSNV KVVU	ב.ן	н ω) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845	
22 3 80 66	\$400.00	\$4,200.00 \$1,200.00	\$2,000.00	PHIA XBARY 540 845	5 of 6

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Rep Order# EC'd Yes Station KSNV-TV LAS VEGAS, NV. Advertiser ().N.R.C.C. IE Product NRCC IE 2012 6838638 Ver# 2 Status Returned Traffic Order# 105163 Showing Buylines: All Lines Printed: Last Received: 08/06/2012 12:42 PM 08/03/2012 4:16 PM Sales Office (Salesperson (

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Agency () NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office ALEXANDRIA, VA 22314 Salesperson Agency C/P1/P2/E 155/426/2958 Flight Dates 09/28/2012 - 10/04/2012 Salesperson Hiatus Weeks Salesperson Phone# Salesperson FAX#) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845

Phone# Fax# Buyer Estimate# 2958 TRACEY ROBINSON

-- CREDIT RISK --

CASH IN ADVANCE